

In the Claims:

1. (Currently Amended) A method of producing a rich media player on the fly, comprising the steps of:

accessing a predefined template comprising a basic movie player having track locations and designed to operate at a predetermined connection speed;

applying a set of selected tracks to the track locations of said template; and

saving the player in a place accessible when the player is needed to play content matching the player's connection speed;

receiving a connection speed identifier;

uploading the built on-the-fly player corresponding to the connection speed identifier; and

serving the requested rich media content to the uploaded player;

wherein the steps of accessing, applying, and saving occur on-the-fly after receipt of a rich media request from an end user computer system.

2. (Original) The player according to Claim 1, wherein:

at least one of the track locations of said template is at least one of a promotional track location and a track location that may be used as a promotional track location;

at least one of said selected tracks is a promotional track; and

said method further comprises the steps of,

placing said promotional track in said promotional track location;

receiving a page or other asset to associate with said promotional track; and

linking said promotional track with said page or other asset.

3. (Original) The method according to Claim 2, wherein said method further comprises the steps of:

receiving a set of parameters indicating when said promotion track is to be active;

building the players consistent with said set of parameters;

rebuilding said players to include promotional tracks when said promotional tracks have become active; and

rebuilding said players to remove promotional tracks when said promotional tracks have become inactive.

4. (Original) The method according to Claim 3, further comprising the step of:

checking the validity of a promotional track used in a player when the player is requested to play; and

performing said steps of re-building if the promotional track has become active or inactive.

5. (Original) The method according to Claim 3, further comprising the step of:

repeating said steps of rebuilding at a predetermined time interval.

6. (Original) The method according to Claim 1, wherein said step of applying comprises:

applying a set of supplier selected tracks to the track locations of said template; and

applying a set of user/e-tailer selected tracks to the track locations of said template.

7. (Original) The method according to Claim 1, further comprising the step of:

receiving a request for rich media content from a content viewer;

downloading a master movie to the content viewer corresponding to the rich media content requested;

receiving a request from the master movie indicating rich media content matching the rich media request and a connection speed of the content viewer.

8. (Original) The method according to Claim 7, wherein said connection speed is determined by said master movie by reading a profile on a host machine used by said content viewer.

9. (Original) The method according to Claim 7, wherein said connection speed is determined by said master movie by performing the steps of:

downloading a predetermined file from a server; and

calculating the connection speed using the file size and time required to download the file.

10. (Original) The method according to Claim 1, wherein:

at least one of said track location is a buy button track location; and

said method further comprises the steps of,

applying a buy button track to said buy button track location, and

linking a back end application configured to add an item to a content viewer's shopping cart to said buy button track.

11 – 19 (Cancelled)

20. (Original) An electronic signal being any of transmitted, propagating through a medium, and received, that, when decoded from any of bit patterns, modulation, and other coding mechanisms or combinations thereof, comprises a rich media player constructed according to the method of Claim 1.

21. (Cancelled)

22. (Previously Presented) The method according to Claim 1, wherein the saved player comprises an entire solution for playing the movie and displaying the applied tracks on a computer without reference to movie players resident on the same computer or elsewhere.

23 – 24 (Cancelled)

25. (Currently Amended) The method according to Claim 24 1, wherein the connection speed identifier comprises a communication from a built on-the-fly master movie built and then uploaded to the end user computer system after receipt of the rich media request.

26. (Previously Presented) The method according to Claim 25, wherein the master movie determines the connection speed to identify without interaction with the user of the end user computer system.

27 – 35 (Cancelled)